



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-29-2012 PAGE: 1 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 401019	Contract Dt 09-28-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA					
Agency Est# 11 15 305		CMS # 245424		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 10-08-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245424				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 305																
1	10-02-2012	10-04-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)			9	30		X	X	X				4	200	4	800.00
2	10-07-2012	10-07-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)			9	30							X	1	200	1	200.00
3	10-02-2012	10-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30		X	X	X	X			8	1,000	8	8,000.00
4	10-08-2012	10-08-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30	X							2	1,000	2	2,000.00
5	10-02-2012	10-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	30		X	X	X	X			8	1,400	8	11,200.00
6	10-08-2012	10-08-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	30	X							2	1,400	2	2,800.00
7	10-02-2012	10-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	30		X	X	X	X			8	1,400	8	11,200.00
8	10-08-2012	10-08-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	30	X							2	1,400	2	2,800.00
9	10-06-2012	10-07-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			9	30						X	X	4	700	4	2,800.00
10	10-06-2012	10-06-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)			9	30						X		2	500	2	1,000.00
11	10-07-2012	10-07-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)			9	30							X	2	400	2	800.00
12	10-07-2012	10-07-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)			8	30							X	2	600	2	1,200.00
13	10-06-2012	10-06-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)			8	30						X		2	1,300	2	2,600.00
14	10-07-2012	10-07-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)			9	30							X	2	500	2	1,000.00
15	10-07-2012	10-07-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7			8	30							X	1	550	1	550.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 11 15 305			CMS # 245424	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 10-08-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245424						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: C : 11 P : 15 E : 305																		
16	10-07-2012	10-07-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				9	30								X	2	450	2	900.00
17	10-02-2012	10-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30		X	X	X	X				4	700	4	2,800.00
18	10-08-2012	10-08-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30	X								1	700	1	700.00
19	10-02-2012	10-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30		X	X	X	X				4	700	4	2,800.00
20	10-08-2012	10-08-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30	X								1	700	1	700.00
21	10-02-2012	10-05-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30		X	X	X	X				4	1,000	4	4,000.00
22	10-08-2012	10-08-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30	X								1	1,200	1	1,200.00
23	10-02-2012	10-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30		X	X	X	X				4	1,200	4	4,800.00
24	10-08-2012	10-08-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30	X								1	1,200	1	1,200.00
25	10-02-2012	10-05-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				9	30		X	X	X	X				4	1,100	4	4,400.00
26	10-08-2012	10-08-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				9	30	X								1	1,100	1	1,100.00
27	10-02-2012	10-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X				4	600	4	2,400.00
28	10-08-2012	10-08-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	X								1	700	1	700.00
29	10-02-2012	10-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		X	X	X	X				8	800	8	6,400.00
30	10-08-2012	10-08-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	X								2	800	2	1,600.00

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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
401019	09-28-2012		0	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
11 15 305	245424	PHILADELPHIA	A. CLIFFORD	10-02-2012	10-08-2012	M (Broadcast Month, Cycle 1)	N	245424

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 15 E : 305																	
31	10-02-2012	10-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		X	X	X	X			8	1,800	8	14,400.00
32	10-08-2012	10-08-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	X							2	2,000	2	4,000.00
33	10-02-2012	10-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		X	X	X	X			4	3,000	4	12,000.00
34	10-08-2012	10-08-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	X							1	3,000	1	3,000.00
35	10-06-2012	10-07-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						X	X	2	1,000	2	2,000.00
36	10-02-2012	10-05-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	9	30		X	X	X	X			5	2,000	5	10,000.00
37	10-08-2012	10-08-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	9	30	X							1	2,500	1	2,500.00
38	10-02-2012	10-07-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		X	X	X	X	X	X	6	2,500	6	15,000.00
39	10-08-2012	10-08-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	X							1	3,200	1	3,200.00
40	10-02-2012	10-05-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	8	30		X	X	X	X			4	1,500	4	6,000.00
41	10-08-2012	10-08-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	8	30	X							1	1,500	1	1,500.00
42	10-08-2012	10-08-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	X							1	9,000	1	9,000.00
Contracted Gross Total:																128	167,250.00
Actual Gross Total:																128	167,250.00
Agency Commission:																	25,087.50
Net Total:																	142,162.50

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Agency Est# 11 15 305		CMS # 245424		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 10-08-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 245424							
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			Agency CPE: C : 11 P : 15 E : 305																		
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total			
Oct 12		0.00			0.00			167,250.00			0.00							167,250.00			
TOTAL		0.00			0.00			167,250.00			0.00							167,250.00			

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